

Dec 1921

The STORAGRAM



Published by and for the Employees of KAUFMANN'S "The Big Store"
PITTSBURGH PENNA.

I heard the bells on Christmas Day
Their old familiar carols play,
And wild and sweet
The words repeat
Of Peace on Earth, Good Will to men.

TO THE FIRM

A Merry Christmas

AND

A Happy New Year

May your Christmas find you in ever increasing prosperity and good health—

May the New Year be another cycle of peace, joy and good will to you and may your blessings for 1922 be abundant.

THE EMPLOYEES

The STORAGRAM

*Published in the interests
of the employees of
KAUFMANN'S
'The Big Store'*

The management does not see the publication until it is issued, therefore assumes no responsibility for articles printed in it.

A CHRISTMAS THOUGHT

"Twas the night before Christmas
And all through the house,
Not a creature was stirring,
Not even a mouse."

We take this occasion to thank you, one and all, for the appreciation you have given our efforts during the past year and we sincerely hope that your Christmas may be one of great festal cheer and happiness.

May the coming year bring Fortune's smile upon you and may all your efforts be crowned with success.

The Editorial Staff.

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E. T. Adams

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Ellen Lester

Mrs. M. W. Cashdollar

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THE STORAGRAM

THE IMPORTANCE OF THE USE OF GOOD ENGLISH

Knowledge of good English is an essential factor of Success in the business world today—a necessity for individual progress and the cardinal quality of community leadership.

With our public, parochial, continuation and evening schools there is no longer any excuse for illiteracy on the part of individuals and our public libraries offer every reading facility for district enlightenment. The newspapers and magazines of today are veritable encyclopedias of current information, so arranged and set forth as to be easily understood by all readers.

The democratic policies of our American government offer, through their generous principles and lofty ideals of citizenship, every person an equal chance for existence and the rest remains for your own effort.

A few hours spent in the perusal of such books as are worthy of the name, Good Literature, is a time investment that will be rewarded in the future by the fruits of knowledge thus obtained.

But let us revert more closely to our subject—let us delve into the origin of slang, its extent and its influence upon our language.

The use of localisms and slang words or phrases, has developed into a most serious retard to American Literature, and has become an embarrassing fixture in ordinary conversation.

A misguided lot of notoriety-seekers were the real authors of the slang craze that now spreads over our nation—the result of their efforts to be original in their “expressions.” Its introduction was not met with the instant disapproval of the public that it deserved, although some far-seeing and well meaning educators fought hard against its use.

Now it is too deeply rooted to be discarded in a year, or even ten years—it is highly probable that the malign influence of this “fad” will never leave us.

The appeal for a war against slang is now being made to the younger generation—this evil must stop with YOU! Enlist NOW!

—W. J. D.

JOIN THE EMPLOYEE SAVING CLUB

The following amounts will show you how much you can save:

\$0.50 per week for 26 weeks.....	\$13.00—4%	interest
1.00 per week for 26 weeks.....	26.00—4%	interest
1.50 per week for 26 weeks.....	39.00—4%	interest
2.00 per week for 26 weeks.....	52.00—4%	interest
2.50 per week for 26 weeks.....	65.00—4%	interest
3.00 per week for 26 weeks.....	78.00—4%	interest

This year the Employees saved \$8,000.00. IT SOUNDS GOOD, DOESN'T IT? All Employees are Eligible. For full details see Miss Keefe or Miss Curtin, Credit office. The 1922 Savings Club opens January 4th, 1922. Register your name at the Credit office at once.

THE STORAGRAM

On November 21st., Mr. E. J. Kaufmann cabled from Paris announcing the safe arrival of his party, on board the Cunard liner, "Aquitania," after a rough, though pleasant voyage.

Mr. Kaufmann and his family sailed from New York, on November 15, for an extended sojourn through Europe and, judging from the letters received, they are enjoying the best of health. Upon December 5th., the first letters were received, in which Mr. Kaufmann thanked both the Buyers Association and the employees for their lovely and appreciative gifts.

In addition, he extended his gratitude and that of the family, for the individual gifts and the many wires of good wishes that were received on board the "Aquitania."

The employees send their best wishes for an extension of the good luck and good health that has attended their trip so far.

* * *

PRIZE WINNERS

The winners of the Prize Story Contest upon "The Most Difficult Customer I Ever Had and How I Handled the Sale," are as follows:

First Prize—Harry F. Young.

Second Prize—Miss Helen Yenke.

Third Prize—David Cohen, Mrs. A. Holmes, Helen Shanahan.

On account of our lack of space in this issue, we are forced to postpone the publication of these stories until our next issues.

On Saturday, November 5th., Mr. Thomas Siebert, assistant buyer of our Shoe Department, passed away after a brief and sudden illness.

Now that there is but the poignant memory of his short stay with us, we take occasion to pay this tribute as an act of homage to a departed co-worker—a token of our deep sorrow.

Mr. Siebert's first connection with "The Big Store" was made on June 1st., 1921, when he accepted a position as assistant buyer of our Shoe Department, vacating his place with the F. and R. Lazarus Co. of Columbus, O., where he had been a buyer and merchandise manager.

His prominence and popularity in his native state was greatly in evidence last year when he acted as president of the Ohio Valley Retail Shoe Dealers Association, a large representative body of the state's leading shoe dealers.

While at "The Big Store," Mr. Siebert won the full confidence of all his associates and the respect of all in his charge, by his quiet, efficient way of doing things and his thoughtfulness at all times.

On Wednesday, November 2nd., he suffered a paralytic stroke that caused his removal to the Homeopathic Hospital and, three days later, resulted in his death.

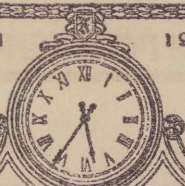
His remains were shipped to his home in Columbus for burial.

He is survived by his widow, two daughters and a son; and his father, hale and hearty, despite his 95 years, attended the funeral in Columbus.

IN COMMEMORATION OF THE
FIFTIETH ANNIVERSARY OF
KAUFMANN'S THE BIG STORE
WE THE EMPLOYEES
PRESENT THIS TABLET-

1871

1921



AS A LASTING EXPRESSION
OF OUR APPRECIATION AND
AS A MARK OF RESPECT
FOR OUR EMPLOYERS
JUNE ~ 1921

The above is a fac-simile of the bronze tablet commemorating our Golden Anniversary that was unveiled with elaborate ceremonies on Friday evening, October 28th.

This tablet, the gift of the employees, was a present to the firm as a token of respect and appreciation, as is stated on the inscription. It is 13 feet long and two and one-half feet wide, and is situated in a most conspicuous place, above the service desk on the First Floor.

Mr. Walker, of Boys' Clothing, the store's oldest employee, and Miss Catherine Gregovitch, H stock-girl, youngest in "The Big Store's" service, took leading parts in the ceremony of unveiling.

Mr. Filson, Chief of Detective Service, made the presentation speech and proved himself equal to the occasion with the following remarks:

"The object of this meeting appertains to the fiftieth year of store life. Tonight we will go back a few years beyond 1871, and we find two young men, a little more than boys, preparing to leave their mother country to establish a new home in America. These emigrant boys came to Pittsburgh with small capital, unlearned in the ways of the country, unable to speak but little English, but with a vast wealth of courage and ambition.

"Methinks tonight I can travel back through these years of over half a century and see these boys buying their small stock in trade, arranging it in packs, hoisting them upon their shoulders and starting out through the by-ways and highways, selling from door to door. They were successful and in a short time acquired a horse and wagon.

"At a later date they started on Carson street, on the south side of the city, a small store in the year 1871. Being joined later by two younger brothers, their business grew and prospered, and today this great emporium, serving the multitudes, and with which we are justly proud to be identified, is the result of their combined efforts.

"Three of these boys, after useful and well-

Mr. Mundheim, accepting the tablet in the name of the firm, made the following speech of acceptance:

"Had I been in the city I would have suggested that this tablet be unveiled on Monday, when Edgar Kaufmann and Henry Kaufmann will both be in the city.

"I am sorry that the seniors are not present to formally accept this beautiful testimonial which you are presenting this evening. Since it devolves upon me to act for them, I want to tell you that the firm appreciates the sentiment which prompted you to present this tablet as an expression of your esteem.

"Mr. Filson very eloquently mentioned the many present activities which now exist for your welfare. Unfortunately the members of the firm are so thoroughly occupied in the actual conduct of the business that we cannot,

perhaps, devote as much time as we would like to these employee activities.

"We are, however, thoroughly in accord with what is being done, indorse them to the fullest possible extent and assure you that what we have done so far represents only the beginning of better things to come.

"We have plans on paper now which we hope soon to execute, and when completed, "The Big Store" will far exceed its present high standard in store keeping, and in its relations to both public and workers.

"In formally accepting this beautiful tablet, I thank you in behalf of the firm for your loyalty in the past, and assure you that we will, at all times use our best efforts to merit your loyalty in the future."

THE STORAGRAM

"O wad some Power the giftie gie us,
To see oursel's as others see us."

—Burns.

Two frivolous maids, standing near the door of a crowded elevator, chatting sweet nothings to each other with rapid-fire words and extremely loud voices:

"Is that so? Why Agnes herself asked me to tell Charley about." While the first is catching her breath after a long and foolish harangue, the second miss strategically steals a march on her companion by starting a flow of uninterrupted chatter, beginning something like this:

"You know Ellen, Jacob told me that Margaret asked Mary, etc."

These employees imagine that such talk, however senseless, amuses or interests the other occupants of the car, while in reality, it is disconcerting and annoying to every one present excepting themselves.

So interested are the chattering twain in their conversation that they block the entrance or exit of customers unknowingly, and prove themselves detriments to the efficiency of our elevator service.

With the advent of the holiday season, our elevators will be taxed to their utmost capacity by throngs of Christmas shoppers and, in order to maintain our present standard of efficiency in handling such crowds, it will be necessary to secure the co-operation of all the employees.

The elevators on the Fifth Ave. side will be reserved for the exclusive use of our patrons and the employees will be rendering the firm a favor that is sure to be appreciated, who refrain from using these cars.

Please remember while riding on the Diamond St. cars, that there are customers present to take offense at any such misdemeanors as blocking the door of the car or conversing in tones loud enough to be annoying.

(Signed) J. H. MACKS
Chief of Elevator Service.

BETTER LATE THAN NEVER

The contest for a suitable name for our summer camp at Bear Run has received a belated response from the employees and suggestions are now flooding the Editor's Office.

The prize offered makes the attempt worthy of the effort and every employee

The following suggestion, we have received may serve to inspire you with a winning one

Camp Hillbrook
Kaufmann's Country Club
Camp Fairview
Kosy Komfort Camp
Klean Kut Kamp
"Ecila" Camp
Running Water Camp
Camp Kaufmont
IRESTU Camp
Meadowbrook Camp
Camp Idlewhile
Eaglehurst
Chateau Comfort
Camp Rest-A-While
Raeb-Nur Camp
* * *

THE JOLLY C. C. CLUB

The Jolly C. C. Club had another successful jollification on Thursday, October 27th. The girls were dressed to celebrate the spirit of Hallowe'en, and the Recreation Room was artistic in decoration, the work of the girls.

Supper was served before the party and candy and nuts during the evening.

The orchestra put lots of "pep" into the fun, and several entertaining features added to the success of the party. Mr. Strazza proved his versatility—besides working hard behind the scenes, he displayed his natural talent for song and dance.

Miss Joan Greene, Mr. Greene's little daughter, charmed the audience with her dancing. Miss McNeil and Mrs. Hyde had a very pretty duet.

There was even a regular wedding, featuring Agnes Pogdalish as the bride, Emma the groom, Betty Schmidt and Pauline Angst, the attendants—Miss Elser, the funny minister and Sally Pack, the ring bearer. Grandma Bovitch made a big hit, too.

The club had as guests: Mr. and Mrs. Greene, Miss Joan Greene, Miss Dredge, Miss Maloney and Miss McKenzie.

Velma Milton is the new president of the club.

—Mary Hall Estep.

THE STORAGRAM

SERVICE DINNER AND MEETING

On Tuesday, November 8th, a Service Dinner and Meeting were held in the Eleventh Floor Dining Room. After the usual delightful Dinner, Mr. Cummins, Superintendent of the 4th Floor, introduced Mr. O. C. Lawler as Chairman of the Evening.

The Chairman in well chosen words explained that the purpose of the Meeting was to devise ways and means to render most efficient service during the approaching holidays and thereafter. Mr. Lawler also stated that the Service Organization has been accredited with making good progress, and he mentioned that all should unite their efforts in meriting same.

Mr. Lawler then introduced those present who had recently joined the Big Store's Organization.

The Chairman then called upon Mr. Finn, Floorman of Dept. R, Fourth Floor, who enthused those present with a sound talk of desirable practices coming within the jurisdiction of Floormen and based upon his many years in the work.

The next speaker was Mr. Strazza, who, in a brief talk, stated that plans were in force to provide the Purchasing Public with well packed parcels and made a decided appeal for Co-operation to attain this result.

Mr. Adelsheim outlined the necessity of all exercising the authority invested in them, to increase the efficiency of the entire Service Organization, and further dwelt on some vital points that mean Co-operation.

Mr. Keogh, Supt. of Delivery, was then called upon, who gave assurances that his Dept. was well equipped to cope with a tremendous business.

Mr. Green, Asst. Personnel Director, gave a very encouraging talk and expressed the hope that the Service Organization would go through the Holidays with full colors flying.

Mr. Hanlon, our head adjuster, spoke

in behalf of better telephone service, and reported substantial reduction of complaints. He believed this proved progress in the functioning of the entire Service Organization.

Mr. Filson delivered the usual spirited talk on proper identification of charge customers and matters relating to well-regulated Secret Service work in their relation to Floormen.

Mr. Braunstein was introduced as the personal representative of Mr. Mundheim and assured those present of his hearty co-operation and mentioned his surprise at so many orators present. He placed special emphasis on the need of getting things done at once. He also stated that since he has been in the store that he has not had a case against the Service Organization which would reflect discredit. His comment was most gratifying to all.

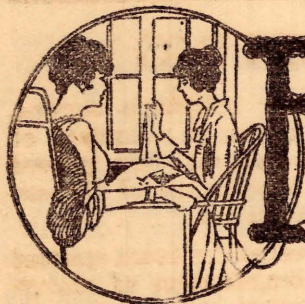
Mr. Jos. Meyers, in the absence of representatives of the Credit Dept., Audit Dept., and Main Office, gave a splendid outline of their daily problems and explained the great importance of helping them full heartedly.

Mr. Oliver M. Kaufmann, the instigator of the meeting, was unavoidably detained at home on account of illness and communicated his regrets by 'phone to the chairman, requesting that the chairman deliver a brief address on his theme, which was "Respect for One's Self, Our Fellow Worker, The Customer and The Firm." This the chairman did in a very effectual manner.

Chairman Lawler then gave a lengthy talk which was a summary of the predominating points of the various speakers of the evening, combined with constructive ideas of good leadership. His eloquent manner of handling his subject developed a vote of thanks from those present.

The meeting adjourned with enthusiasm running high.

—E. A. Cummins.



Personals



FOREIGN DEPARTMENT

We had the privileged pleasure of entertaining Titta Ruffo, the world's greatest baritone, at a well arranged testimonial luncheon, under the capable direction of Mr. Haas, Manager of our Foreign Department, in the dining room on the Eleventh Floor.

The dinner was given by the Foreign Language Newspaper Publishers Association and Mr. Haas, as president of this organization, was in charge of the affair. As is the case with all of Mr. Haas' undertakings, it was a pronounced success and everyone present had a very enjoyable time.

"The Big Store" was represented by Mr. Oliver Kaufmann, General Superintendent of the store and Mr. D. Braunstein.

At noon, Mr. Titta Ruffo was greeted at the 5th Ave. entrance by the Foreign Language Newspaper Publishers, our Italian Staff of tailors from the Eighth Floor and a large crowd of on-lookers, so large indeed, that police help was necessary to manage the crowd.

On the day preceding the concert of Titta Ruffo, at the Syria Mosque, Miss Tina Ruskovic, Assistant Manager of our Foreign Department, was the hostess at a charmingly appointed dinner, given in honor of the premier baritone, at the Ruskovic home, Brighton Heights, N. S.

At the Luncheon, Mr. Ruffo was presented with flowers by two of our Italian interpreters, both girls dressed in Italian national costumes.

After the luncheon, Mr. Ruffo met the public in our Victrola Parlors on the Eleventh Floor, where our Italian interpreters, dressed in the national costumes of Italy were demonstrating Ruffo records and selling tickets to the public for the evening concert at Syria Mosque.

The Foreign Department held a concert party at Titta Ruffo Concert in Syria Mosque. A very pleasant and enjoyable time was had by everyone present.

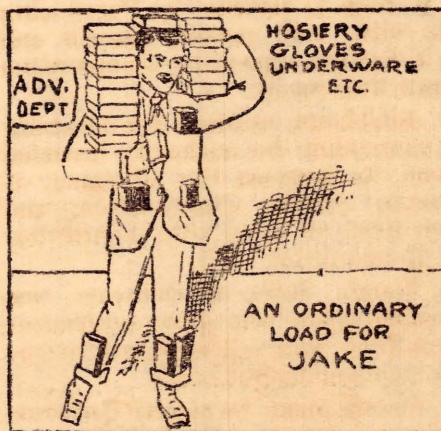
Among the many social affairs held by the members of the Foreign Department, the masquerade party given at the home of Miss Julia Kempinska, at Carrick, and a wedding anniversary party held at the home of Mr. and Mrs. Haas, were two of the most enjoyable affairs of the season.

At the masquerade party, which was attended by every member of the department, some very natural character portrayals were impersonated by our lady interpreters. A delicious luncheon was served and was enjoyed by everyone present.

The wedding anniversary party in commemoration of the 15 years of happy married life, enjoyed by Mr. A. Haas and wife, was held at his home and attended by the entire department.

Upon arrival at his home in Tilbury Ave., Squirrel Hill, an elaborate dinner was served by Mrs. Haas. SOME DINNER—which will be long remembered by those present.

"The Big Store" extends its best wishes to Mr. and Mrs. Haas for many more happy years of married life.



JACOB MILLER

Jake Miller of the Advertising Office with an ordinary load of merchandise to be sketched by the artists.

THE STORAGRAM



MISS MARY ADLER

"Long, Long Trail brings sweet reminiscences of Bear Run to Mary Adler.

* * *

BASEMENT

If you want to hear a fair imitation of a cow bell, come down to the Cashiers Office and hear Mrs. Allen's telephone ringing.

If you are a salesperson—watch out for Miss Nan McElligott. If you see her coming you will know you are either short (or long).

Mr. Green, the only man in the Cashiers Office is noted for his frequent errands upstairs, when he is asked to do something by the girls.

The charge office girls wish Mr. Lebling and his cute little bride all the happiness in the world.

Mike, or as some folks know her, Mary, of the Cashiers Office is noted for her lively manner and amiable disposition. She is really a nice girl—just come around and see her, and, by the way, you might watch under the clock on Wednesday and Saturday nights. You may get a peek at her Romeo.

Miss E. Foley is noted for her aversion to the male species—yet, we have been told that she has a sweetheart, which proves that they all fall, sooner or later.

We are looking for an enjoyable evening at Mrs. Schultz's house and we sincerely hope that it will be soon.

When the hour hand reaches eleven and Edna has not gone to lunch you can hear her calling Emma. "Where is she now?"

There is one really quiet girl in our office, her name is Veronica.

Well, Agnes is back. What a relief to the Reg. Office!

A great improvement can be noticed in our Basement Shoe Department, now under the

capable management of our new shoe buyer, Mr. Dimmel, formerly of Columbus, O. Success to you, Mr. Dimmel.

We wish to extend our sympathy to Miss Edna Alpern, of the Basement Shoe Department upon the loss of her beloved mother, who died recently.

After a week's illness, Miss E. Ellinoff is back on the job. Miss Ellinoff was missed by everybody.

Miss Sadie Levinson, of J-Basement, has the "blues" this week. All efforts to find the cause failed. Cheer up, Levy—better days are in sight.

J. Lefridge, of the Basement Men's Clothing Department, who is known as the man with the twinkle in his eye (especially when he sells to lady customers) is often accused of trying to flirt.

Kathryn had a grouch on the other day—when Mrs. Tinnemeyer said that she must act as head cashier in the Toy Department this year.

Rose Dugan is noted for the remarkable ease with which she blushes and we must say, a blush is certainly becoming to Rose.

Lillian has been blamed by our reporter for stuffing tub No. 47. Call Mr. Coldman at Mr. Robert's office.

Miss Stella Wiles is the latest arrival in the office. We don't know her yet, but we hope to know her well in the near future.

Yes, we have a Credit Office cashier down here; her name is Mrs. Robinson and she seems to be a very likeable person.

It is believed that Romance will soon settle in the Cashiers Office—if things happen as they are predicted, Miss Foley will soon be going to the theatre.

It is evident that Anna Mariana will never go to Heaven—no, she's not wicked but merely too gay to enter the pearly gates.

Marie Glessmeyer would shed many a tear if she would ever lose her cute little "Vanity Trunk."

Margaret Freese is on the market for a rat trap or roach powder. Can you help her out?

When is the big event coming off, Viola? You have two sparklers already, so don't hesitate now.

We are told that Florence Ramsey uses "Mirror Nail Polish" and she has no need of a mirror to see her wonderful head-dress.

Violet Walker has been discovered! Her hair is not really bobbed—its just arranged to appear as though it were bobbed. Thats very deceitful, Violet.

Anna Handerman and Anna French, who are constantly seen together, are known as "The Walkers' Mill 'Twins'" or The Two Anns."

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Agnes Scharding has been accused of being stingy with her peanuts. How about it, Bright Eyes?

Our wide-awake reporter tells us of a girl from the Cashiers Office called Anna, who professes to be an old maid, but meets her "steady" at the Post Office every Saturday night. Some reporter we've got, eh?

Miss Alice Kanosa of R Base has been presented with a diamond ring. We suppose this means good-bye, Alice.

J Base Dresses wishes Mr. Jacobson, the new Floor Superintendent, every success in his new position.

"When it rains, it pours"—just look at the brides and brides-to-be in the Basement. There's Miss Gilfoyle of R Base—married October 12 and Miss Van Tassel who took a trip to Wheeling and became Mrs. Cornelius, on October 18th.

Miss Van Tassel confesses that the romance began when she met the groom's parents as customers. Another reason why we should be courteous to customers.

Miss Ingman, who has just returned to work after an illness, has been transferred to J Childs' Department, Third Floor.

We are very glad to have Miss Sullivan back with us after an absence of several weeks.

Miss Liberty and Miss Wahrefield are the new salespeople in J Skirts—Base and have already gained notice by their pleasant smiles and courteous manners.

Al wants to get on the police force—of course he likes to stroll around with the "fair ones."

No, Jimmy did not leave us, just take a look in the 10th floor Packing Room, he's still there.

Mike certainly must be busy these days, we don't see him often. Or is there some other attraction on the Main Floor?

"To err is human—"

But our A. H. checker doesn't think so when he checks a big order and finds a mistake on the last item. He has other words for that.

Our Packing Room correspondent tells us that Matthews is an accepted authority when it comes to knowledge of the names of fight champs.

* * *

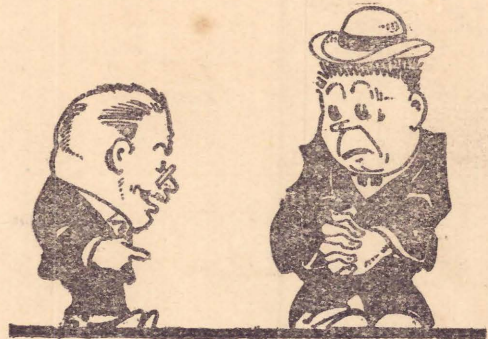
They say that rain makes the flowers beautiful—wonder why Roy was standing in the rain the other day.

"Doc"—"Maloney, how do we ship bridge port?"

Maloney—"We don't since prohibition went into effect."

John Strazza was seen talking earnestly with some married men lately. Getting information, John?

A VISIT TO KAUFMANN'S "THE BIG STORE"



Brown (to Floor-walker)—"Where is the bargain counter?"

Floor-walker—"There are several, sir, what are you looking for?"

Brown—"MY WIFE!!"

(Contributed by John H. North, of 1517 N. Lang Ave.)

P. S.—He's only 12 years old.

* * *

Jim Griffin is with us again. Want to be near her, Jim? Or maybe he realizes its Toy Packing time again.

If you wish to know anything about crating, ask Dad he knows.

Our boss, Tony, certainly has been busy lately—some fine girls, those wrappers and cashiers.

Eddie Hartz is going hunting this season. Going to hunt for a little deer, Ed?

Franz—"I just received a good receipt, Ed." Ed—"How many boxes of raisins do you put in it?"

DiMarko insists upon going to lunch at a certain time. Wonder what her name is?

Nick will soon receive his diploma in Packology.

Do you know Joe? Very nice boy—for further information about him inquire at the 12th floor packing room.

Don't ask us if her name is Harriet, ask Walter Kalough.

It has been reported that Miss Mertz, our tiny salesperson, has been transferred to J Base-Childs because she can wear a size 8, child's dress and thus effectively display it.

Among the girls who have been welcomed back recently are Miss Stauss and Miss Droz, Stock girl in J Base-Ladies Dresses.

Agnes from Mrs. Tinnemeyer's office says she loves a fellow but he doesn't seem to return her affection. Our inquisitive reporter wishes to know whether he has been given a fair enough chance. Maybe he's like a photographic plate and needs a dark room to be exposed.

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We wonder why it is that Agnes and Lillian of Mrs. Tinnemeyer's office argue over going to the Advertising Department for the morning paper.

We don't know for a certainty, but there must be someone very attractive up there.

* * *

THE PACKERS

T is for Tony, our boss you all know.
H is for Hustling on the job we all show
E is for Errors we watch for in vain

P is for Packers at work in sunshine or rain
A is for Always packed perfect and neat
C is for Carefulness that can't be beat
K is for Kaufmann's The Big Store, indeed
E is for Earnest in work is our creed
R is for Rushes we never fear
S is for Service you always get here.

(Contributed by one of the crew.)

* * *

FIRST FLOOR

The happy family spirit of the Men's furnishings Department has been very much in evidence these last two months, judging by the social affairs that have been held.

Miss Cora Geary entertained the department with a masquerade party at her home in Mt. Washington on Tuesday October 11th.

Miss Elizabeth Hutchinson by her accurate portrayal of the typical American farmer won the first prize, defeating Pat Carlin by a narrow margin.

The second affair which was also a masquerade, was given at the home of Mr. Orville Brandt in Knoxville on Thursday October 20th. A good time was had by all present—especially when the Oriental luncheon was served.

Every one in the department has been wearing a smile since their "Daddy", Mr. Power, has returned after an illness of over a month. During his absence, the department surprised him on his birthday with a shower of birthday greetings. A Power-ful man is always missed.

The Men's Furnishings Department announces the addition of three new salesmen: Mr. Grigsby and Mr. Bartholemew of the Men's Shirts, and Mr. Smith of the Pajama section.

Rose Kanarek of Men's Belts and Mr. George Steinhauer of Men's Shirts are seen lunching together quite frequently. Rose is wearing a diamond and she's always smiling.

Miss Irene Summers played the banjo and was accompanied on the piano by Ellen Weitzel. Games and singing also furnished entertainment and considerable amusement.

Dainty parasols were given as favors and a very tasty lunch was served.

Miss Fisher was the recipient of many beautiful and useful gifts. She was united in marriage to Mr. Joseph Holland on Wednesday morning October the fifth.

The Shoe Department grieves over the loss of their assistant buyer, Mr. Thomas Siebert, whose death occurred after a brief illness, on Saturday, November fifth.

Congratulations have been showered upon Miss Bertha O'Brien, who left Thursday to become the bride of Mr. A. D. Ehlers of California. The department presented her with a silver tea set and she received a chest of flat silver as a gift from the store. We wish her every happiness.

A surprise shower was given in honor of Miss Margaret Lavelle by her aunt, Mrs. A. Kelly of Knoxville. All who attended had a royal time and the bride-to-be was very well pleased with her gifts.

Mr. Russell Taylor has returned after an illness of several weeks. All are glad to see him well again and back on the job.

When it comes to prima donna, you can class Miss Anna Dixon with Alma Gluck—we're sure she will not suffer by the comparison.

Talking about bare back riders—you ought to see the latest photo of Miss Anna Kahu.

Lucy Denny, the star saleslady of Men's Gloves, is apparently very happy these days. We all wonder why—Lucy?

Mr. Raymond McGough of Men's Shirts spent the week at his home in Altoona recently.

Mr. Kelly of Men's Underwear is back with us after a severe illness.

Miss Vera Ryan, the little blonde of the Men's Furnishing Department has been caught walking out Arlington Ave, at the end of the line. There must be some attraction out there.

Mollie Rubenstein of Men's Handkerchiefs gave a masquerade ball at her home in Rankin, Pa., on Sunday, October 23rd. Twenty-five couples enjoyed the "Jazz" orchestra, engaged for the occasion. A very dainty luncheon was served.

Mr. Browning is still wearing a rose every morning. We wonder what he will do now that Winter has arrived, for prices are still 'way up.

The girls of the stationery and book departments spent a very pleasant evening at the home of Miss Eva Weitzel, 102 Pasadena St. on Monday, October third. The occasion was a bridal shower given by Miss J. H. Clancy and Miss Eva Weitzel in honor of Miss Catherine Fisher.

THE STORAGRAM

SECOND FLOOR

We're Glad to Hear This

On Thursday evening, Sept., 29, 1921, the salesmen of the Men's Clothing Department organized a club to be known as "Kaufmann's Mens Clothing Department Social Club."

The idea of the club is to bring the men of the department in closer social contact with each other outside of business hours.

The formation of this club will afford the salesmen excellent opportunities to discuss problems of salesmanship, to promote good-fellowship and to further the interests of the store as well as their own personal welfare. It is intended to hold some sort of a social entertainment, one evening of each month—in the form of a banquet, smoker or any other method which might be suggested from time to time.

The following officers were elected:

Mr. Morris Feldman—President

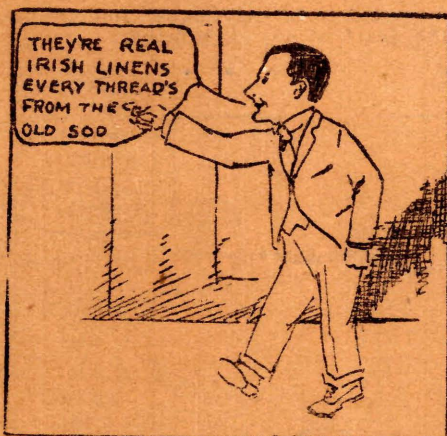
Mr. Harry H. Schulman—Vice-President

Mr. Samuel Lefkowitz—Secretary.

Mr. A. J. Wolfberg—Treasurer.

The club will meet one evening of each week.

* * *



MR. BOSTON

With true Irish hospitality, Mr. Boston entertains a visitor from the Advertising Department.

* * *

THIRD FLOOR

Anyone inclined to be corpulent and wishing to acquire a sylph-like figure and beautiful features, should consult Ida Sivitz and Ida Feingold, of the Misses' Dress Department. (Watch their beauty improve.)

My, but someone is proud! It may be permanent in name—but is it permanent in fact? Ask Miss Yingling.

It's nice to have a birthday once in a while. How about it, Joe? We like flowers, too.

"Mrs. Hell—you have aroused the curiosity of the entire department. When is it coming off?"

FOURTH FLOOR

Elsie Werner's hope chest is almost filled. We consider Jack a lucky fellow for winning the little beauty of the Silk Department.

Vera Wessol, cashier of the Silk and Dress Goods department, is wearing a beautiful sparkler.

Anita McGough of the Silk Department is undecided whether to sign a contract with Jesse Lasky or Florenz Ziegfeld. We are certain she will be quite welcome to either producer.

If you need a suggestion for afternoon dresses see Miss Bertha Smith, leading lady of the street shades.

Appearances are often deceiving, just look at Mr. Schwartz—you'd never pick him out as a salesman, but when it comes to making a sale of Infant's Coats, you should see him work.

Miss Harris is very busy—we all admit it—but it keeps Miss Simmons busy to deliver her mail, (and it keeps the rest of us busy trying to figure out who he is).

Did you know that Miss Baumbaugh in H. Dress Department has a new thousand dollar fur coat? She will soon be a Mrs. Vanderbilt.

Wednesday is an eventful day. There's Miss Cubbs—she always gets something new on that day—and Mrs. Jones has her hair marcelled every Wednesday.

Mary from H Corsets

Archie from the Silks

Mary looking for a man

Archie looking for a wife.

(Our correspondent claims this to be blank verse)

The R Department has cause for great rejoicing—Mr. Kneafsey is back again and Miss Durning has returned to work after an illness of several months.

Did you know that there is a very complete little Hemstitching Department in the store? It's under the competent direction of Miss Drake. Right next to the Linens on the Fourth Floor. Here you can have hemstitching and picoting done at special employees' prices.

Welcome to the Pattern Department—latest addition to the Fourth Floor.

Miss Ethel Bodiner of Wash Goods suffered a great loss at the death of her father on October 4th. and the entire department extends its sympathy.

Sadye Klein from R Linen Department was tendered a surprise in the form of a party, given in her honor by her parents at the Klein home, on Saturday, November 12.

A very enjoyable evening was spent by all present and, at a late hour, a delicious lun-

THE STORAGRAM

cheon was served. Quite a few of her friends from "The Big Store" were numbered among the guests.

FIFTH FLOOR

"Boycott" on the Fifth Floor. For particulars see Miss Stough.

Miss Theaker, our interior decorator, has just returned from the East with bushels of new ideas for the coming season. Anyone contemplating marriage should consult her for suggestions as to how to feather their nest.

Will someone have that tall handsome bachelor removed from the sixth floor stairway entrance so that Miss Rutter may be enabled to get down and register on time?

Mrs. Johnson came so badly soaked one day, that she was unable to work. No, not hooch, just rain.

Looks as if M. Eckert is not going to have Miss on her tombstone. She claims that the man loitering around the Department is a cousin of hers and besides, she is named after his wife. This we cannot vouch for, as her name is Maud.

Miss Farmerie has worn out a pair of shoes working for a bonus. The question is—is she in or out?

Widow Burns is certainly stepping out lately. You should see a certain person's shoes since her latest "stepping."

The members of the Drapery Department were honor guests at a hospitable housewarming given by Mr. and Mrs. Tremelling, a recent bride and groom, who proved themselves to be charming entertainers. Many novel antics were performed, but the reporter as a guest was compelled to make an affidavit of secrecy, signing it "Daisy." (And Daisies won't tell.)

"Ho" Jennie!" Jennie was nowhere to be seen—but they got there just the same.

Miss Kaufmann claims to have a thorough knowledge of Mr. Bauer's kind disposition. None dispute her claim.

Did you wonder why Miss Marm STOOD UP to do her clerical work the other day? Well, she has taken up the difficult art of roller skating. Just another case of two down—one up.

Stop at the Fifth Floor and see the wonderful display of lamp shades—all hand made and designed by Miss Mullaney. Any one wishing shades made free of charge may apply to her as she will be glad to make them during leisure hours at home.

Miss M. Suegert of the Window Shades department believes in the old saying, "Laugh and grow fat." She laughs so quietly you can't even hear a curtain pole fall.

Has everybody here seen Farmerie? She's gaining a pound a day. Judging by the size of the lunch she carries she must live to eat. Poor Billy.

A certain young lady has been doing quite a bit of shopping in the House-furnishing line. She is also wearing a sparkler. When is it coming off "Griswold?"

A customer came in recently and asked for a wind-mill. The clerk, after doing some rapid thinking, came to the conclusion that it was an electric fan she wanted. You're always right, Martha.

The way the boys hang around the Thermo Chef gives additional evidence to the fact that the nearest way to a man's heart is through his stomach.

Mrs. Peteriens, who represented our selling force at the unveiling of the tablet on the First Floor, gave us a good account of the meeting. Leave it to the Captain.

Mrs. Gray, one of our old reliables, has left us for California, where she and Mr. Gray expect to make their home. Good-bye and the best of luck.

Miss Maze is certainly adept when it comes to playing the banjo. Hear her play the "Wear-Ever Griddle." Hit 'er up lively, Stephil.

Wednesday morning class meetings are certainly interesting. You should hear us delving into Chemistry.

We extend to Miss O'Connell our sympathy on the death of her grandfather.

• • •



MISS MARY O'DONNELL

One of those trick mirrors keeps Miss O'Donnell in a state of exultation. (She thinks she's getting fat.)

• • •

SEVENTH FLOOR

The old song, "Brighten The Corner Where You Are" certainly applies very well to those at the Soap Counter. They surely have the means to do it.

THE STORAGRAM

Four prominent salesmen of the Rug Department recently made a flying trip to the South Hills to witness the production of "The Rosary."

While riding on the Carrick car, Douglas, Ryan and Stowitsky discovered that George Engle was missing and made a hurried search through the car, thinking he might have fallen off. To their amazement they found George again at his old weakness, talking to a lady, Miss Alma Hoffman. Alma was so interested in George that she absolutely refused to recognize his companion..

Can't blame Alma, George is a "rare jewel."

* * *

The nicest red head in the store
Is found up on the Seventh Floor,
She always greets you with a smile
While she keeps working all the while;
She sells the tea-pots, crocks and jugs,
Mixing bowls and coffee mugs,
And what she don't have in that line
She'll order for you any time.

Mr. Young will always be Young
No matter how old he be,
I've known him now for forty years
And still he's Young to me.

Both Miss Mantle and Miss King
Are 'round displaying an engagement ring
But we have watched them, time and again,
Trying them on in the five and ten.

Now, Miss Smith as I have said before
(The poor fellow isn't to blame)
She's trying to vamp
A fat little scamp,
In the Stock Room, (its a shame).

Miss Pace and Miss Sporer
Sells dinner sets galore
Their checks are piled up in a bunch
You can see at a glance
That Smith's only chance
Is when both girls have gone to lunch.

The next time you have the blues, go see
Mr. Young, X Lamps. He certainly missed his
vocation—he should have been a comedian,
not a salesman.

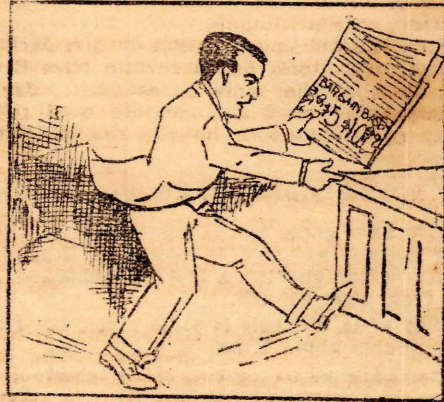
EIGHTH FLOOR

We often wonder how many miles Miss Hilda Nymphier, Mail Order Shopper covers in a year, as she is seen flying from floor to floor through the departments on her daily shopping excursions. Although often tired, nevertheless she is always smiling.

As good advice, take this tip. Get some of Hilda's "pep."

UNUSUAL OCCURRENCE

For the FIRST TIME in four years, the Mail Order Department had a chance to get through with their monthly bill enclosures on time. (Somebody deserves credit for this efficiency.)



MR. ADAMS

Mr. Adams with his ever-present proof.
(He just found a mistake.)

* * *

Mr. Lautman is off again for the Orient. Just wait until "The Big Store's" 51th. Anniversary Sale and we will all see the results of this latest trip.

"Isn't it lovely to have someone take you to the street car line every evening?" says Lillian from the Auditing Office. He waits for me under the big clock"—and from all appearances, it looks like a case of . . . Francis is certainly very attentive.

Someone placed a piece of lead in Mary O'Donnell's pocket the other day, but she found it without the aid of detectives.

Have you seen the new tie Francis Graham is wearing. Wonder who she is?

With the return of Mary Adler from her recent illness, the Advertising Department is fast on its way back to normalcy. Mary surely is missed when she is away.

Some surprise in the General Office when Marie Doersch came in with her hair marcelled. Was it an important engagement, Marie?

A birthday surprise party was held at the home of Miss Anne Stewart of the Employment Department in honor of Miss Agnes Simpson. Among those present were the Misses, M. A. Maloney, Pearl Wolpert, Almira Fisher, and Laura Simpson. Miss Simpson's mother and her brother Sherman were also in attendance.

The girls of the Employment Dept. presented her with a beautiful leather bag.

THE STORAGRAM

Francis Graham is a very particular young man—especially about automobiles. He doesn't like the VIBRATION of a closed "Stude." "There's a reason"—Francis owns a Ford.

NINTH FLOOR

Our enterprising reporter advises us to watch the actions of a certain Mr. Jack Lagaud, of B Stock, and a certain Miss Estella Gardner, of the same department. Jack is economizing on his lunch—he used to pay fifty cents, but now he has cut it down to twenty-five.

NORTH SIDE WAREHOUSE NOTES

We have come to the conclusion that country breezes are sold in boxes by Etna druggists—after viewing a few rosy-cheeked lasses from that suburb.

Say girls, Millvale is some place, but I have my doubts about Etna.

And while we are speaking of our suburbanites we must not forget the South Side. We have a Dancing Damsel from 27th Street hill. More Country Air.

Bill Martin is still pushing his big seed around. Bill is one of the big reasons why stogie makers pay income taxes.

Jacob Geisler is as unfailing and faithful as "The Old Clock on the Stairs." He's on the job early every morning, rain or shine.

Brother Eback is back on the job. He was absent for a brief spell on account of having a collection of boils and carbuncles, a sore eye and a slight touch of the "flu." In addition to these trifles the city tore up the street near his home and he is unable to get his car from the garage—just when he needs it most.

Mr. Harry (Doc.) Williams, our Chief Engineer, will spend the holidays with his daughter, in Philadelphia.

The forfeiture of the Millvale team in a recent scheduled game put a wet blanket on the enthusiasm of Sam, our faithful elevator operator. In a weak attempt to defend his favorites, Sam said, "Oh, Millvale is not so bad, you ought to see Etna."

One of the young ladies, when informed of this, declared indignantly that Etna had a REAL team. You see, her brother, John, is one of Etna's husky gridders.

The operator on Car No. 2 is rather noted for his gallantry to the weaker sex. He likes to load his car up with the fair ones, but is not so strong for the male of the species.

Brownie walks around asking for Doc, all day long. We think he wants to know Doc's whereabouts so that he might avoid him.

Mac, the genial elevator operator, recently served two weeks on the jury. Folks from the store wonder when he'll ever spend two weeks on his elevator.

George Washington, the father of our country, could not tell a lie; L. Eback, the Receiver of our Warehouse cannot lie either—on his back. He certainly had his "back up"—it's another pet—a carbuncle. He has our sincere sympathy.

NO CAUSE FOR ALARM

Harry Gise is a great lover of animals, particularly dogs. He has the finest kennel in Sheraden, and is certainly proud of it.

When Sam Werner, our expert truck pusher, wanted to tour the country in search of a good dog, Harry invited him to Sheraden to give his kennel the "Once-over."

Sam accepted and went to the kennel where he was agreeably surprised at Harry's dogs and his thorough knowledge of the canines.

Sam, pointing to a fine, young specimen, "Say, Harry, what kind of a dog is that?"

Harry: "Why, Sam, that's a watch dog."

At this juncture, the dog being in a playful mood, began to circle about madly, endeavoring to catch his ever elusive tail.

Sam seemed astounded at this behavior, but finally a light dawned upon him and he exclaimed, "By gosh, Harry, you're right. That IS a watch dog—he's winding himself up."

* * *

PILGRIMAGE

I move on through the busy streets
And everywhere I turn
"Do not park here," my vision meets.
So on I must sojourn.

I wonder when I steer my way
To Heaven; will it end,
In hearing old St. Peter say,
"You can't park here my friend."

* * *

LISTEN TO THIS ONE—

An interesting anecdote is related of Mrs. Morris Kaufmann and a sales-girl of the Fifth Floor.

Mrs. Kaufmann, after buying an article, was giving her name and address to the girl.

Sales-girl: "What is the name, please?"

Mrs. Kaufmann: "Mrs. Morris Kaufmann."

Sales-girl: "How do you spell that last name?"

Mrs. Kaufmann: "Look on your sales check."

THE STORAGRAM

THE FOLLOWING ALPHABET REPRESENTS THE EFFORTS OF THE FURNITURE DEPARTMENT

- A — All employees cordially invited to our Furniture Department.
- B — Barnes, Harry—has little to say, unless when selling furniture.
Berglund, Oscar—is sure chasing the dark spots off the furniture.
- C — Curran, Thomas F.—“I’m too busy waiting on customers to do any thing else, excuse me.”
- D — Dieden, Gerald—“Farmer Matthew and his wife have gone to their neighbor’s (Gerald’s) country home, ten miles farther east, to get better acquainted. They take with them their two boys, one 35 and the other, 30 years old. The girls? Why, they will take care of themselves. Farmer Matthews says to his wife, “We must kinder see that these boys get acquainted, for they be gettin’ to be that age now.” The boys sure were backward and bashful and finally the youngest (?) one said, “Ma, you married Pa, and that was sure easy. Now you expect us to marry a stranger.” (Gerald Dieden).
- E — Ewing, John K.—“I think business is startin’ in purty lively, so fur this side o’ Xmas.”
- F — Flory, Bernard—“I’m getting my share of Xmas. shoppers.”
- G — Gabig, Frank—“The thoughtful man that uses judgment with his customers in the business world today—is the man of the hour.”
- H — Hurney, Matthew—“Too busy until after the Xmas rush to give you reporters any news, excuse me.”
- I — Imported Japwood Furniture—Odd pieces for Xmas presents.
- J — Jones, E. H.—“I think our prices are too low.” (You don’t know how much you have to know, in order to know how little you know.)
- K — Kunde, Charles—“All is in readiness to entertain our customers.”
Kreiger, Theodore—“I certainly undertook a big job trying to assist Mr. Dean and Captain C. Rebsher. Maybe you fellows think it doesn’t take three strong, healthy men to keep tab on you, but it does.”
Kirk, Franklin J.—“John Protzman says it’s just my luck—every time I go to lunch I miss a good pick-up.”
- L — Linder, Gus J.—“I’m still ??? on the job.”
- M — Miller, Joseph F.—“If you want to know what you really think, try making a speech.”
McCready, Sam S.—“I need about five good men to help arrange our furniture floors as Xmas merchandise is sure rushing in strong.”
McLain, O.—“Me for the busy season, I’m out of sorts when business is dull.”
- N — New line of furniture of Xmas season.
- O — Our Quick Delivery System is O. K.
- P — Protzman, John—“I like best of all to sell Brass Beds, Steel Beds, Springs and Mattresses.”
Pirtle, Charles H.—“I’m certainly delighted with that bunch of furniture salesmen.”
- Q — Quick Delivery is Most Essential—especially during our rush season.
- R — Rebsher, Charles—“Selling Period Furniture is my hobby—send ’em all to me.”
- S — Snaman, H. Walter—“I am glad there are only 22 rooms of furniture display to look after, instead of 23. Why? The Rug Department is on the job.”

THE STORAGRAM

Stanton, G. Wm.—“.....”

- T — Tea Wagons for Xmas—any price you want—Come Early. J. H.
- U — Uniform Reductions in All Furniture. This is an item of news for our employees. A. L.
- V — Vanderslice, George A.—“I need two extra men besides Mr. Kirk. Franklin does enough work for three men. We four, (Kirk and I), must handle all living room furniture—place it, sell it, and—deliver it—NO!! Our Delivery System takes care of that.”
- W — We of the Sixth Floor wish to thank our employees for their patronage and most sincerely solicit all future business from salespeople
- X — Xtra low prices on all furniture during this season.
- Y — You should make early selection of furniture—Order Now!!!!
- Z — Zealous shoppers make good buyers—Good buyers make good customers. Employees, become zealous shoppers!
- “I wish to thank you, one and all, call again.”—Frank Dingham.
- “My customers get all my attention.”—Frank Johnston.
- “I just need one more man to help write orders, Xmas is fact approaching.”—Harry Gary.



The greater the pressure—the lesser the waste.—(Waist)

* * *

THE BIG STORE BOWLING NEWS

At the end of the first quarter of the Merchants and Manufacturers Duckpin League, The Big Store and Phoenix Glass teams are in a tie for second place, being one game behind Pittsburgh and Des Moines the leaders.

The teams are well balanced this year, thus making the race for first place much more interesting and exciting.

The bowlers on Kaufmann's team are as follows: Mr. A. H. Gerlach, Jewelry Department; Mr. H. L. Thomas, Drug Department; Mr. I. H. Craig, Department O General; Mr. E. Gerst, Wall Paper Department, and Mr. McEvoy.

On Tuesday evening, Nov. 15, “The Big Store” team won four out of five games from the Fairmont Lumber Co. team, the work of Mr. Thomas being largely responsible for the

four victories. “Doc” made two individual records with a high single game of 220 and a high five-game average of 162—the latter being a record for the league up to date.

Gerlach is doing some good, consistent bowling and McEvoy is holding up his end of the games, while “Dad” Craig hopes to strike his stride soon and show the rest of the crowd how to bowl.

A most cordial invitation has been extended to the employees to attend the games and root for “The Big Store” team, every Tuesday evening.

* * *

CLASSIFIED ADS

LOST—Miss Vitta Neufeld has lost her diamond ring. Anyone wishing to replace same may do so—provided they meet her requirements and pay for this ad.

LOST—Bulgarian Tea Hound with Swiss polka markings. Last seen in company with a stray fox terrier. Liberal reward if returned to Mr. Hausel, Engraving department.

LOST—All my interest in crape hanging since I read the “Storagram.”—Ima Grouch.

LOST—Female Angora. Has been gone for some time. Finder return to Printing Department.

FOUND—A cure for “Department Store Blues.” Read the “Storagram.”

WANTED—A disposition like Mr. Greene's. Please describe fully in first letter.

WANTED—Thoroughly reliable Curbstone Setter. For use as a watch dog. No rum hounds need apply.—Miss Mary O'Donnell.

TO OUR EMPLOYEES

Felicitations

AND

The Season's Greetings

We extend our sincere wishes that your Christmas be filled with Yuletide cheer, surpassing that of former years.

We hope that the New Year will bring you every success and that it will be an era of happiness, a year that will reap bountiful blessings for you in Health and Wealth.

This wish conveys our appreciation for the fine co-operative spirit you have displayed during the past year particularly during the Christmas rush shopping season.

THE MANAGEMENT

HAVE YOU HEARD ABOUT OUR NEW STORE ORCHESTRA?

Rehearsals of "The Big Store" Orchestra, have been under way for some time and great progress is being reported. The musicians are now rounding into first-class shape and it is hoped that, in the near future, everybody will have an opportunity to attend the initial concert, which is now being arranged.

The orchestra consists of 24 musicians under the capable directorship of C. Caputo and the equally capable management of Mr. E. Wright.

A cordial invitation is extended to all for a visit to any of the rehearsals to note the progress that has already been made. We would like to have every employee as a booster because this Orchestra will undoubtedly be a credit to "The Big Store."

Plans for the organization of a Glee Club, consisting of both male and female members, are under foot at present and it is the intention of the management to have this body of musicians work in direct conjunction with the Orchestra. A female soloist is now singing at each Orchestra rehearsal and it is hoped that others will be developed before the opening concert.

Please see Mr. Wright, the manager and offer any assistance you are able to give.

If you can neither sing nor play an instrument,

BE A BOOSTER THAT'S WRIGHT